

## CLAIMS

What is claimed is:

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1. A method for providing enhanced advertising of a 2-D video broadcast, comprising:
    - receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;
    - generating a 3-D highlighted image from the 2-D image;
    - applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and
    - displaying the localized 3-D highlighted image to a specific viewer.
  2. The method according to claim 1, wherein applying the 3-D shapes of text comprises:
    - using the 3-D shapes of text as a template; and
    - cutting the 3-D highlighted image around the template.
  3. The method according to claim 2, wherein applying the 3-D shapes of text further comprises displaying a color to contrast the 3-D highlighted image.

1 4. The method according to claim 1, wherein applying the 3-D shapes of text  
2 further comprises embossing the 3-D shapes of text within the 3-D highlighted  
3 image.

1 5. The method according to claim 1, wherein applying the 3-D shapes of text  
2 further comprises raising the 3-D shapes of text above the 3-D highlighted  
3 image.

1 6. The method according to claim 1, further comprising selecting a specific  
2 3-D shapes of text for the specific viewer.

1 7. A system for providing enhanced advertising of a 2-D video broadcast,  
2 comprising:  
3 means for receiving the 2-D video broadcast, wherein the 2-D video  
4 broadcast comprises a 2-D advertisement containing a 2-D image,  
5 and one or more 3-D shapes of text;  
6 means for generating a 3-D highlighted image from the 2-D image;  
7 means for applying the 3-D shapes of text to the 3-D highlighted image to  
8 generate a localized 3-D highlighted image; and  
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11 means for displaying the localized 3-D highlighted image to a specific  
12 viewer.

1 8. The system according to claim 7, wherein the means for applying the 3-D  
2 shapes of text comprises:

3 means for using the 3-D shapes of text as a template; and

4 means for cutting the 3-D highlighted image around the template.

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1 9. The system according to claim 8, wherein the means for applying the 3-D  
2 shapes of text further comprises means for displaying a color to contrast the  
3 3-D highlighted image.

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1 10. The system according to claim 7, wherein the means for applying the 3-D  
2 shapes of text further comprises means for embossing the 3-D shapes of text  
3 within the 3-D highlighted image.

1 11. The system according to claim 7, wherein the means for applying the 3-D  
2 shapes of text further comprises means for raising the 3-D shapes of text above  
3 the 3-D highlighted image.

1 12. The system according to claim 7, further comprising means for selecting a  
2 specific 3-D shapes of text for the specific viewer.

1 13. A computer-readable medium having stored thereon a plurality of  
2 instructions for providing enhanced advertising of a 2-D video broadcast, said  
3 plurality of instructions when executed by a computer, cause said computer to  
4 perform:

5 receiving the 2-D video broadcast, wherein the 2-D video broadcast

6 comprises a 2-D advertisement containing a 2-D image, and one or  
7 more 3-D shapes of text;

8 generating a 3-D highlighted image from the 2-D image;

9 applying the 3-D shapes of text to the 3-D highlighted image to generate a  
10 localized 3-D highlighted image; and

11 displaying the localized 3-D highlighted image to a specific viewer.

1 14. The computer-readable medium of claim 13 having stored thereon additional  
2 instructions, said additional instructions when executed by a computer for  
3 applying the 3-D shapes of text, cause said computer to further perform:

4 using the 3-D shapes of text as a template; and

5 cutting the 3-D highlighted image around the template.

1 15. The computer-readable medium of claim 14 having stored thereon  
2 additional instructions, said additional instructions when executed by a computer  
3 for applying the 3-D shapes of text, cause said computer to further perform  
4 displaying a color to contrast the 3-D highlighted image.

1 16. The computer-readable medium of claim 13 having stored thereon  
2 additional instructions, said additional instructions when executed by a computer  
3 for applying the 3-D shapes of text, cause said computer to further perform  
4 embossing the 3-D shapes of text within the 3-D highlighted image.

1 17. The computer-readable medium of claim 13 having stored thereon  
2 additional instructions, said additional instructions when executed by a computer  
3 for applying the 3-D shapes of text, cause said computer to further perform  
4 raising the 3-D shapes of text above the 3-D highlighted image.

1 18. The computer readable medium according to claim 13, having stored  
2 thereon additional instructions, said additional instructions when executed by a  
3 computer, cause said computer to further perform selecting a specific 3-D  
4 shapes of text for the specific viewer.

5 19. A set top box for generating 3-D enhanced advertising from 2-D video  
6 broadcasts, comprising:  
7 a processor coupled to a bus; and  
8 a storage device coupled to the bus, wherein the storage device is configured to  
9 store instructions executed by the processor;  
10 wherein the processor receives the 2-D video broadcast, wherein the 2-D  
11 video broadcast comprises a 2-D advertisement containing a 2-D  
12 image, and one or more 3-D shapes of text; generates a 3-D  
13 highlighted image from the 2-D image; applies the 3-D shapes of  
14 text to the 3-D highlighted image to generate a localized 3-D  
15 highlighted image; and displays the localized 3-D highlighted image  
16 to a specific viewer.

1 20. The set top box of claim 19, wherein the processor uses the 3-D shapes  
2 of text as a template; and cuts the 3-D highlighted image around the  
3 template.

1 21. The set top box of claim 20 wherein the processor displays a color to  
2 contrast the 3-D highlighted image.

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22. The set top box of claim 19, wherein the processor embosses the 3-D shapes of text within the 3-D highlighted image.

23. The set top box of claim 19, wherein the processor raises the 3-D shapes of text above the 3-D highlighted image.

24. The set top box of claim 19, wherein the processor selects a specific 3-D shapes of text for the specific viewer.

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